

# **Radio vs. Newspaper**

## **Cherryvale Mall**

**REACH TWICE THE NUMBER OF CONSUMERS  
MORE CONSISTENTLY  
FOR  $\frac{3}{4}$  OF THE PRICE  
*BY USING RADIO***

### Rockford Register Star Readers

Avg. Paid Circulation: 58,954 (Down 20.6% since 1997)

Readers per copy: 2.2

Average Daily Readers: 127, 886

Average cost of *one-day* full-page ad: \$4000.00

### Radio Listenership: WXXQ (Q98.5) and WKMQ (Oldies 96.7)

Total listeners in an average week: 124, 500

Average cost of monthly schedule on these stations: \$1800.00

### Radio Listenership: WXXQ, WKMQ and WZOK

Total listeners in an average week: 280,000!!

Average cost of monthly schedule on these stations: \$3000.00!!

These three radio stations have three different formats, meaning:  
You can effectively cover the stateline area!

By running a monthly schedule on these three radio stations:  
You are advertising a full three weeks out of four  
AND the cost is still LESS than a one-day ad in the newspaper!